

# Mailers Companion

April 1997

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# Letter of Introduction

New look responds to reader feedback

## Mailers Companion

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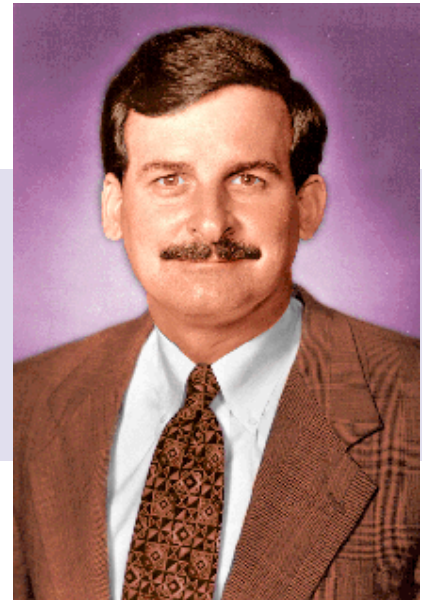
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DEAR Readers:

Meet the new *Mailers Companion*! Those who have been with us for a while will notice our new name and different look.

Since we began publishing last year, we've been holding focus groups to find out what you liked and didn't like about the newsletter. Here are some of the issues you raised and how we are addressing them.

- **Name:** As many of you suggested, we've changed "Mailroom" to "Mailers." "Mailers" includes everyone who mails, in any setting.
- **Size:** Some of you said there were too many long articles. We plan to make them shorter, fewer, and more useful to a wide variety of mailers.
- **Style:** You also thought the articles were often too technical and hard to follow. With this issue, we're moving toward a style that's easier to read and understand—maybe even enjoy.
- **Design:** Some of you told us that the information was useful but hard to find. Our new page layout will make it easier to find and use the information you need.



- **Usefulness:** You wanted less theory and more application. Look for more case studies, answers to customer questions, how-to's, and real mailing situations. We'll cover a wide range of postal experience so the *Companion* will be helpful to everyone.

We're changing, we're evolving, and we're improving. And it's all driven by your concerns and comments. So keep telling us what you think and want—our contact points are listed in the masthead to the left.

As I wrote in our premier issue, we hope you will make this *your* publication. And we'll keep growing with you to reach our goal: Mailing Made Easy!

— John H. Ward,  
Vice President, Marketing Systems



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## Classification Reform

# Parcel Reform Case Filed

AS Classification Reform continues to unfold, the Postal Service turns its attention to parcels.

On February 21, the Postal Service filed a parcel reform case with the independent Postal Rate Commission. This filing basically covers Parcel Post and Standard Mail (A). New discounts, pre-sorting, and added services are part of the filing, along with delivery confirmation and bulk insurance.

The proposed changes should encourage more parcel mailing. They offer more attractive and stable rates to all mailers.

Customers who receive merchandise by mail will also benefit. Service will be better and postage charges more consistent.

### Why Reform?

"Customer needs are the impetus and focus of this proposal," said John Kelly, New York Metro Area vice president. "The new structure introduces significant worksharing discounts and product enhancements," added Kelly, the leader of a special unit established to improve parcel service. "This case is a big step toward making our package services more competitive."

Officially referred to as Docket No. MC97-2, this filing represents the fourth Classification Reform case prepared by the Postal Service in its innovative approach to upgrading postal products and streamlining services.

The previous three reform filings included:

- sweeping changes to mail preparation and rate structures, implemented July 1, 1996;
- similar changes to nonprofit rates and mail preparation, implemented October 6, 1996; and
- improvements to special services, to be implemented soon.

John Ward, Marketing Systems vice president, noted that "our filing contains proposals to dramatically expand our parcel services by adding options recommended by parcel shippers. And it demonstrates the positive results of working closely with our customers to meet their service needs."

The Postal Service worked with the parcel shipping industry for the past 2 years to formulate this proposal. Mailers and consumers commented, contributed suggestions, and voiced their concerns. And they shared their knowledge — a key element in formulating the plan.

### Next Steps

The Postal Rate Commission has up to 10 months (December 21) to hear testimony and consider the proposal before making a recommendation to the Governors of the Postal Service.

The Governors can accept the recommendation and authorize implementation, can accept it "under protest," or can reject it outright. If the recommendation is accepted, the new parcel rate structure will probably take effect in early 1998.

— Patricia Bennett,  
Mail Preparation and Standards

A proposal for Express Mail and Priority Mail parcels is expected soon



# Parcel Post—Inter-BMC

Weight (pounds)	Zones 1 & 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current
2	\$2.95	\$2.63	\$2.95	\$2.79	\$2.95	\$2.87	\$2.95	\$2.95	\$2.95	\$2.95	\$2.95	\$2.95	\$2.95	\$2.95
3	3.48	2.76	3.61	3.00	3.86	3.34	3.95	3.68	3.95	3.95	3.95	3.95	3.95	3.95
4	3.73	2.87	3.97	3.20	4.31	3.78	4.68	4.68	4.95	4.95	4.95	4.95	4.95	4.95
5	3.86	2.97	4.31	3.38	4.74	4.10	5.19	5.19	5.84	5.56	5.95	5.95	5.95	5.95
6	3.99	3.07	4.62	3.55	5.12	4.39	5.67	5.67	6.90	6.90	7.75	7.75	7.95	7.95
7	4.11	3.16	4.82	3.71	5.48	4.67	6.11	6.11	7.51	7.51	9.15	9.15	9.75	9.75
8	4.24	3.26	5.01	3.85	5.81	4.91	6.53	6.53	8.08	8.08	9.94	9.94	11.55	11.55
9	4.33	3.33	5.19	3.99	6.12	5.16	6.92	6.92	8.62	8.62	10.65	10.65	12.95	12.95
10	4.45	3.42	5.36	4.12	6.40	5.38	7.29	7.29	9.12	9.12	11.31	11.31	14.00	14.00
11	4.54	3.49	5.53	4.25	6.67	5.59	7.63	7.63	9.59	9.59	11.93	11.93	15.05	15.05
12	4.64	3.57	5.68	4.37	6.91	5.79	7.96	7.96	10.03	10.03	12.52	12.52	16.10	16.10
13	4.73	3.64	5.81	4.47	7.16	5.98	8.26	8.26	10.45	10.45	13.07	13.07	17.15	17.15
14	4.82	3.71	5.97	4.59	7.38	6.16	8.55	8.55	10.84	10.84	13.59	13.59	18.20	18.20
15	4.90	3.77	6.10	4.69	7.58	6.34	8.82	8.82	11.22	11.22	14.08	14.08	19.25	19.25
16	4.98	3.83	6.23	4.79	7.78	6.50	9.09	9.09	11.58	11.58	14.55	14.55	20.30	20.30
17	5.07	3.90	6.34	4.88	7.97	6.66	9.33	9.33	11.92	11.92	15.00	15.00	21.35	21.35
18	5.14	3.95	6.46	4.97	8.14	6.81	9.58	9.58	12.24	12.24	15.42	15.42	22.40	22.40
19	5.23	4.02	6.58	5.06	8.31	6.95	9.80	9.80	12.55	12.55	15.83	15.83	23.25	23.25
20	5.29	4.07	6.68	5.14	8.46	7.08	10.01	10.01	12.84	12.84	16.21	16.21	23.84	23.84
21	5.36	4.12	6.80	5.23	8.61	7.21	10.23	10.23	13.12	13.12	16.59	16.59	24.41	24.41
22	5.43	4.18	6.89	5.30	8.75	7.34	10.43	10.43	13.39	13.39	16.94	16.94	24.96	24.96
23	5.50	4.23	7.01	5.39	8.88	7.47	10.62	10.62	13.66	13.66	17.28	17.28	25.47	25.47
24	5.55	4.27	7.10	5.46	9.02	7.58	10.80	10.80	13.90	13.90	17.60	17.60	25.97	25.97
25	5.62	4.32	7.19	5.53	9.14	7.70	10.98	10.98	14.14	14.14	17.91	17.91	26.45	26.45
26	5.68	4.37	7.28	5.60	9.26	7.81	11.15	11.15	14.37	14.37	18.21	18.21	26.91	26.91
27	5.75	4.42	7.37	5.67	9.37	7.91	11.31	11.31	14.59	14.59	18.50	18.50	27.34	27.34
28	5.80	4.46	7.46	5.74	9.48	8.02	11.47	11.47	14.81	14.81	18.78	18.78	27.77	27.77
29	5.86	4.51	7.55	5.81	9.59	8.12	11.63	11.63	15.01	15.01	19.05	19.05	28.17	28.17
30	5.92	4.55	7.63	5.87	9.69	8.21	11.78	11.78	15.20	15.20	19.30	19.30	28.57	28.57
31	5.98	4.60	7.70	5.92	9.78	8.31	11.92	11.92	15.39	15.39	19.55	19.55	28.94	28.94
32	6.03	4.64	7.79	5.99	9.88	8.40	12.06	12.06	15.58	15.58	19.79	19.79	29.30	29.30
33	6.08	4.68	7.87	6.05	9.96	8.49	12.20	12.20	15.76	15.76	20.02	20.02	29.66	29.66
34	6.14	4.72	7.93	6.10	10.05	8.57	12.32	12.32	15.94	15.94	20.24	20.24	30.00	30.00
35	6.19	4.76	8.01	6.16	10.13	8.66	12.45	12.45	16.11	16.11	20.46	20.46	30.33	30.33

## Inter-BMC (continued)

Weight (pounds)	Zones 1 & 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current
36	\$6.24	\$4.80	\$8.07	\$6.21	\$10.21	\$8.75	\$12.58	\$12.58	\$16.27	\$16.27	\$20.66	\$20.66	\$30.64	\$30.64
37	6.29	4.84	8.14	6.26	10.29	8.82	12.70	12.70	16.43	16.43	20.87	20.87	30.94	30.94
38	6.34	4.88	8.22	6.32	10.36	8.91	12.81	12.81	16.57	16.57	21.07	21.07	31.24	31.24
39	6.40	4.92	8.28	6.37	10.43	8.98	12.92	12.92	16.72	16.72	21.26	21.26	31.53	31.53
40	6.44	4.95	8.35	6.42	10.51	9.05	13.04	13.04	16.86	16.86	21.44	21.44	31.81	31.81
41	6.50	5.00	8.42	6.48	10.57	9.12	13.14	13.14	17.00	17.00	21.62	21.62	32.07	32.07
42	6.54	5.03	8.48	6.52	10.63	9.19	13.24	13.24	17.14	17.14	21.79	21.79	32.33	32.33
43	6.58	5.06	8.54	6.57	10.70	9.27	13.35	13.35	17.28	17.28	21.96	21.96	32.58	32.58
44	6.63	5.10	8.59	6.61	10.75	9.33	13.44	13.44	17.41	17.41	22.12	22.12	32.83	32.83
45	6.67	5.13	8.66	6.66	10.81	9.40	13.54	13.54	17.52	17.52	22.28	22.28	33.06	33.06
46	6.72	5.17	8.72	6.71	10.88	9.46	13.63	13.63	17.65	17.65	22.44	22.44	33.30	33.30
47	6.77	5.21	8.78	6.75	10.93	9.52	13.72	13.72	17.77	17.77	22.59	22.59	33.52	33.52
48	6.81	5.24	8.84	6.80	10.98	9.59	13.82	13.82	17.88	17.88	22.74	22.74	33.73	33.73
49	6.85	5.27	8.89	6.84	11.04	9.65	13.90	13.90	17.99	17.99	22.88	22.88	33.95	33.95
50	6.89	5.30	8.94	6.88	11.09	9.70	13.99	13.99	18.10	18.10	23.02	23.02	34.15	34.15
51	6.94	5.34	9.00	6.92	11.13	9.77	14.07	14.07	18.20	18.20	23.16	23.16	34.35	34.35
52	6.98	5.37	9.06	6.97	11.19	9.82	14.15	14.15	18.31	18.31	23.29	23.29	34.54	34.54
53	7.02	5.40	9.11	7.01	11.24	9.87	14.23	14.23	18.42	18.42	23.41	23.41	34.74	34.74
54	7.06	5.43	9.17	7.05	11.28	9.93	14.31	14.31	18.51	18.51	23.54	23.54	34.92	34.92
55	7.10	5.46	9.20	7.08	11.33	9.99	14.38	14.38	18.61	18.61	23.66	23.66	35.10	35.10
56	7.15	5.50	9.27	7.13	11.37	10.04	14.45	14.45	18.70	18.70	23.79	23.79	35.27	35.27
57	7.19	5.53	9.32	7.17	11.41	10.09	14.53	14.53	18.80	18.80	23.89	23.89	35.44	35.44
58	7.23	5.56	9.36	7.20	11.45	10.14	14.60	14.60	18.89	18.89	24.01	24.01	35.60	35.60
59	7.27	5.59	9.41	7.24	11.50	10.19	14.67	14.67	18.97	18.97	24.12	24.12	35.76	35.76
60	7.31	5.62	9.46	7.28	11.54	10.25	14.74	14.74	19.07	19.07	24.22	24.22	35.92	35.92
61	7.36	5.66	9.52	7.32	11.58	10.29	14.81	14.81	19.14	19.14	24.33	24.33	36.07	36.07
62	7.40	5.69	9.56	7.35	11.61	10.34	14.87	14.87	19.23	19.23	24.44	24.44	36.22	36.22
63	7.42	5.71	9.61	7.39	11.65	10.39	14.93	14.93	19.31	19.31	24.53	24.53	36.37	36.37
64	7.46	5.74	9.65	7.42	11.68	10.44	15.00	15.00	19.39	19.39	24.64	24.64	36.50	36.50
65	7.50	5.77	9.70	7.46	11.72	10.48	15.06	15.06	19.46	19.46	24.73	24.73	36.64	36.64
66	7.55	5.81	9.75	7.50	11.75	10.52	15.13	15.13	19.55	19.55	24.82	24.82	36.77	36.77
67	7.59	5.84	9.79	7.53	11.78	10.57	15.18	15.18	19.62	19.62	24.92	24.92	36.91	36.91
68	7.62	5.86	9.83	7.56	11.83	10.62	15.24	15.24	19.68	19.68	25.00	25.00	37.04	37.04
69	7.66	5.89	9.87	7.59	11.86	10.66	15.30	15.30	19.76	19.76	25.10	25.10	37.15	37.15
70	7.70	5.92	9.93	7.64	11.89	10.71	15.35	15.35	19.83	19.83	25.18	25.18	37.28	37.28

### Notes

- For nonmachinable inter-BMC parcels, add \$1.25 per piece.
- For each pickup stop, add \$7.75.
- For origin bulk mail center discount, deduct \$0.49 per piece.
- For machinable BMC presort, deduct \$0.16 per piece.
- For nonmachinable BMC presort, deduct \$0.21 per piece.
- For barcoded discount, deduct \$0.04 per piece.
- For oversized parcels:
  - Parcels may measure up to 130 inches (length plus girth) under these conditions:
    - ☑ Parcels must be part of a mailing.
    - ☑ No more than 10 percent of parcels in mailing may measure more than 108 inches in length and girth.
    - ☑ Appropriate 70-pound zone rate is charged no matter what actual weight.
  - For balloon rate, parcels weighing less than 15 pounds but measuring more than 84 inches in length and girth are charged appropriate 15-pound zone rate.
- Add \$0.50 per piece for hazardous medical materials and \$1.00 per piece for other mailable hazardous materials.

# Parcel Post—Intra-BMC

Weight (pounds)	Local		Zones 1 & 2		Zone 3		Zone 4		Zone 5	
	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current
2	\$2.22	\$2.24	\$2.51	\$2.31	\$2.51	\$2.47	\$2.55	\$2.55	\$2.63	\$2.63
3	2.30	2.31	2.73	2.44	2.74	2.68	3.02	3.02	3.36	3.36
4	2.37	2.39	2.94	2.55	2.94	2.88	3.46	3.46	4.36	4.36
5	2.45	2.45	3.14	2.65	3.14	3.06	3.78	3.78	4.87	4.87
6	2.51	2.52	3.32	2.75	3.33	3.23	4.07	4.07	5.35	5.35
7	2.57	2.58	3.49	2.84	3.50	3.39	4.35	4.35	5.79	5.79
8	2.63	2.64	3.65	2.94	3.66	3.53	4.59	4.59	6.21	6.21
9	2.69	2.69	3.80	3.01	3.81	3.67	4.84	4.84	6.60	6.60
10	2.75	2.75	3.94	3.10	3.94	3.80	5.06	5.06	6.97	6.97
11	2.80	2.80	4.08	3.17	4.08	3.93	5.27	5.27	7.31	7.31
12	2.85	2.85	4.21	3.25	4.21	4.05	5.47	5.47	7.64	7.64
13	2.90	2.91	4.32	3.32	4.32	4.15	5.66	5.66	7.94	7.94
14	2.95	2.95	4.41	3.39	4.45	4.27	5.84	5.84	8.23	8.23
15	2.99	3.00	4.49	3.45	4.55	4.37	6.02	6.02	8.50	8.50
16	3.04	3.05	4.56	3.51	4.66	4.47	6.18	6.18	8.77	8.77
17	3.09	3.09	4.65	3.58	4.77	4.56	6.34	6.34	9.01	9.01
18	3.13	3.13	4.72	3.63	4.86	4.65	6.49	6.49	9.26	9.26
19	3.17	3.17	4.81	3.70	4.95	4.74	6.63	6.63	9.48	9.48
20	3.21	3.22	4.88	3.75	5.05	4.82	6.76	6.76	9.69	9.69
21	3.25	3.25	4.94	3.80	5.14	4.91	6.89	6.89	9.91	9.91
22	3.29	3.29	5.02	3.86	5.22	4.98	7.02	7.02	10.11	10.11
23	3.33	3.33	5.08	3.91	5.30	5.07	7.15	7.15	10.30	10.30
24	3.37	3.37	5.14	3.95	5.39	5.14	7.26	7.26	10.48	10.48
25	3.42	3.41	5.20	4.00	5.47	5.21	7.38	7.38	10.66	10.66
26	3.45	3.44	5.27	4.05	5.54	5.28	7.49	7.49	10.83	10.83
27	3.49	3.48	5.33	4.10	5.61	5.35	7.59	7.59	10.99	10.99
28	3.52	3.51	5.38	4.14	5.69	5.42	7.70	7.70	11.15	11.15
29	3.56	3.55	5.45	4.19	5.76	5.49	7.80	7.80	11.31	11.31
30	3.59	3.59	5.50	4.23	5.82	5.55	7.89	7.89	11.46	11.46
31	3.63	3.62	5.56	4.28	5.89	5.60	7.99	7.99	11.60	11.60
32	3.66	3.65	5.62	4.32	5.95	5.67	8.08	8.08	11.74	11.74
33	3.69	3.69	5.67	4.36	6.02	5.73	8.17	8.17	11.88	11.88
34	3.74	3.72	5.72	4.40	6.08	5.78	8.25	8.25	12.00	12.00
35	3.77	3.75	5.77	4.44	6.14	5.84	8.34	8.34	12.13	12.13

## Intra-BMC (continued)

Weight (pounds)	Local		Zones 1 & 2		Zone 3		Zone 4		Zone 5	
	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current
36	\$3.80	\$3.78	\$5.82	\$4.48	\$6.20	\$5.89	\$8.43	\$8.43	\$12.26	\$12.26
37	3.83	3.81	5.88	4.52	6.26	5.94	8.50	8.50	12.38	12.38
38	3.86	3.84	5.93	4.56	6.32	6.00	8.59	8.59	12.49	12.49
39	3.90	3.88	5.98	4.60	6.38	6.05	8.66	8.66	12.60	12.60
40	3.93	3.91	6.02	4.63	6.43	6.10	8.73	8.73	12.72	12.72
41	3.96	3.94	6.08	4.68	6.48	6.16	8.80	8.80	12.82	12.82
42	3.99	3.97	6.12	4.71	6.53	6.20	8.87	8.87	12.92	12.92
43	4.02	4.00	6.16	4.74	6.58	6.25	8.95	8.95	13.03	13.03
44	4.06	4.04	6.21	4.78	6.64	6.29	9.01	9.01	13.12	13.12
45	4.09	4.06	6.25	4.81	6.69	6.34	9.08	9.08	13.22	13.22
46	4.12	4.09	6.31	4.85	6.74	6.39	9.14	9.14	13.31	13.31
47	4.15	4.12	6.36	4.89	6.79	6.43	9.20	9.20	13.40	13.40
48	4.17	4.15	6.40	4.92	6.83	6.48	9.27	9.27	13.50	13.50
49	4.20	4.18	6.44	4.95	6.88	6.52	9.33	9.33	13.58	13.58
50	4.23	4.21	6.47	4.98	6.92	6.56	9.38	9.38	13.67	13.67
51	4.26	4.24	6.53	5.02	6.98	6.60	9.45	9.45	13.75	13.75
52	4.29	4.26	6.57	5.05	7.02	6.65	9.50	9.50	13.83	13.83
53	4.32	4.29	6.60	5.08	7.07	6.69	9.55	9.55	13.91	13.91
54	4.34	4.32	6.64	5.11	7.12	6.73	9.61	9.61	13.99	13.99
55	4.38	4.35	6.68	5.14	7.16	6.76	9.67	9.67	14.06	14.06
56	4.41	4.38	6.73	5.18	7.20	6.81	9.72	9.72	14.13	14.13
57	4.44	4.40	6.77	5.21	7.24	6.85	9.77	9.77	14.21	14.21
58	4.46	4.43	6.81	5.24	7.29	6.88	9.82	9.82	14.28	14.28
59	4.49	4.46	6.85	5.27	7.33	6.92	9.87	9.87	14.35	14.35
60	4.52	4.48	6.89	5.30	7.37	6.96	9.93	9.93	14.42	14.42
61	4.55	4.52	6.94	5.34	7.41	7.00	9.97	9.97	14.49	14.49
62	4.57	4.54	6.98	5.37	7.45	7.03	10.02	10.02	14.55	14.55
63	4.60	4.57	7.01	5.39	7.49	7.07	10.07	10.07	14.61	14.61
64	4.63	4.59	7.05	5.42	7.53	7.10	10.12	10.12	14.68	14.68
65	4.65	4.62	7.09	5.45	7.56	7.14	10.16	10.16	14.74	14.74
66	4.69	4.64	7.14	5.49	7.61	7.18	10.20	10.20	14.81	14.81
67	4.72	4.68	7.18	5.52	7.65	7.21	10.25	10.25	14.86	14.86
68	4.74	4.70	7.20	5.54	7.68	7.24	10.30	10.30	14.92	14.92
69	4.77	4.73	7.24	5.57	7.72	7.27	10.34	10.34	14.98	14.98
70	4.79	4.75	7.28	5.60	7.75	7.32	10.39	10.39	15.03	15.03

### Notes

- For barcoded discount, deduct \$0.04 per piece.
- For oversized parcels:
  - Parcels may measure up to 130 inches (length plus girth) under these conditions:
    - ☑ Parcels must be part of a mailing.
    - ☑ No more than 10 percent of parcels in mailing may measure more than 108 inches in length and girth.
    - ☑ Appropriate 70-pound zone rate is charged no matter what actual weight.
  - For balloon rate, parcels weighing less than 15 pounds but measuring more than 84 inches in length and girth are charged appropriate 15-pound zone rate.
- Add \$0.50 per piece for hazardous medical materials and \$1.00 per piece for other mailable hazardous materials.
- For each pickup stop, add \$7.75.

# Parcel Post—Destination BMC

Weight (pounds)	Zones 1 & 2		Zone 3		Zone 4		Zone 5	
	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current
2	\$1.97	\$2.10	\$2.25	\$2.25	\$2.55	\$2.30	\$2.63	\$2.33
3	2.12	2.22	2.61	2.44	3.02	2.74	3.36	3.00
4	2.26	2.33	2.92	2.62	3.46	3.15	4.36	3.94
5	2.40	2.42	3.14	2.79	3.78	3.45	4.87	4.40
6	2.53	2.51	3.33	2.95	4.07	3.71	5.35	4.83
7	2.64	2.60	3.50	3.09	4.35	3.97	5.79	5.22
8	2.76	2.69	3.66	3.22	4.59	4.19	6.21	5.60
9	2.85	2.76	3.81	3.35	4.84	4.42	6.60	5.95
10	2.95	2.84	3.94	3.47	5.06	4.62	6.97	6.29
11	3.04	2.91	4.08	3.59	5.27	4.82	7.31	6.59
12	3.13	2.98	4.21	3.70	5.47	5.00	7.64	6.89
13	3.21	3.05	4.32	3.79	5.66	5.17	7.94	7.16
14	3.28	3.11	4.45	3.91	5.84	5.34	8.23	7.42
15	3.35	3.17	4.55	4.00	6.02	5.51	8.50	7.67
16	3.43	3.23	4.66	4.09	6.18	5.65	8.77	7.91
17	3.50	3.29	4.77	4.18	6.34	5.80	9.01	8.13
18	3.56	3.34	4.86	4.26	6.49	5.94	9.26	8.35
19	3.62	3.41	4.95	4.34	6.63	6.07	9.48	8.55
20	3.68	3.45	5.05	4.42	6.76	6.19	9.69	8.74
21	3.74	3.50	5.14	4.50	6.89	6.31	9.91	8.94
22	3.80	3.56	5.22	4.57	7.02	6.43	10.11	9.12
23	3.85	3.61	5.30	4.65	7.15	6.55	10.30	9.30
24	3.90	3.64	5.39	4.72	7.26	6.65	10.48	9.46
25	3.95	3.69	5.47	4.78	7.38	6.77	10.66	9.62
26	4.00	3.74	5.54	4.85	7.49	6.87	10.83	9.78
27	4.05	3.79	5.61	4.91	7.59	6.96	10.99	9.92
28	4.10	3.83	5.69	4.98	7.70	7.06	11.15	10.07
29	4.14	3.87	5.76	5.05	7.80	7.16	11.31	10.21
30	4.18	3.91	5.82	5.10	7.89	7.24	11.46	10.35
31	4.22	3.96	5.89	5.15	7.99	7.33	11.60	10.48
32	4.26	4.00	5.95	5.22	8.08	7.42	11.74	10.61
33	4.30	4.04	6.02	5.27	8.17	7.50	11.88	10.73
34	4.34	4.08	6.08	5.32	8.25	7.58	12.00	10.84
35	4.39	4.11	6.14	5.38	8.34	7.66	12.13	10.96



## Destination BMC (continued)

Weight (pounds)	Zones 1 & 2		Zone 3		Zone 4		Zone 5	
	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current
36	\$4.42	\$4.15	\$6.20	\$5.42	\$8.43	\$7.75	\$12.26	\$11.08
37	4.46	4.19	6.26	5.47	8.50	7.81	12.38	11.19
38	4.50	4.23	6.32	5.53	8.59	7.90	12.49	11.29
39	4.53	4.27	6.38	5.57	8.66	7.96	12.60	11.39
40	4.56	4.30	6.43	5.62	8.73	8.03	12.72	11.50
41	4.60	4.35	6.48	5.68	8.80	8.09	12.82	11.59
42	4.63	4.38	6.53	5.72	8.87	8.16	12.92	11.68
43	4.66	4.40	6.58	5.76	8.95	8.23	13.03	11.79
44	4.70	4.44	6.64	5.80	9.01	8.29	13.12	11.87
45	4.74	4.47	6.69	5.85	9.08	8.36	13.22	11.96
46	4.77	4.51	6.74	5.90	9.14	8.41	13.31	12.04
47	4.80	4.55	6.79	5.94	9.20	8.47	13.40	12.13
48	4.83	4.58	6.83	5.98	9.27	8.53	13.50	12.22
49	4.86	4.61	6.88	6.02	9.33	8.59	13.58	12.29
50	4.89	4.64	6.92	6.06	9.38	8.64	13.67	12.38
51	4.91	4.68	6.98	6.10	9.45	8.70	13.75	12.45
52	4.94	4.71	7.02	6.15	9.50	8.75	13.83	12.52
53	4.97	4.73	7.07	6.19	9.55	8.80	13.91	12.60
54	5.01	4.76	7.12	6.22	9.61	8.86	13.99	12.67
55	5.04	4.79	7.16	6.25	9.67	8.91	14.06	12.74
56	5.06	4.83	7.20	6.30	9.72	8.96	14.13	12.80
57	5.09	4.86	7.24	6.34	9.77	9.01	14.21	12.88
58	5.12	4.89	7.29	6.37	9.82	9.06	14.28	12.94
59	5.14	4.92	7.33	6.41	9.87	9.10	14.35	13.01
60	5.17	4.95	7.37	6.45	9.93	9.16	14.42	13.07
61	5.20	4.99	7.41	6.48	9.97	9.20	14.49	13.14
62	5.22	5.02	7.45	6.51	10.02	9.25	14.55	13.19
63	5.25	5.04	7.49	6.55	10.07	9.29	14.61	13.25
64	5.27	5.07	7.53	6.58	10.12	9.34	14.68	13.31
65	5.30	5.10	7.56	6.62	10.16	9.38	14.74	13.37
66	5.32	5.14	7.61	6.66	10.20	9.42	14.81	13.43
67	5.36	5.17	7.65	6.69	10.25	9.47	14.85	13.48
68	5.38	5.19	7.68	6.72	10.30	9.51	14.88	13.54
69	5.41	5.21	7.72	6.74	10.34	9.55	14.91	13.59
70	5.43	5.24	7.75	6.79	10.39	9.60	14.94	13.64

### Notes

- For barcoded discount, deduct \$0.04 per piece.
- For oversized parcels:
  - Parcels may measure up to 130 inches (length plus girth) under these conditions:
    - ☑ Parcels must be part of a mailing.
    - ☑ No more than 10 percent of parcels in mailing may measure more than 108 inches in length and girth.
    - ☑ Appropriate 70-pound zone rate is charged no matter what actual weight.
  - For balloon rate, parcels weighing less than 15 pounds but measuring more than 84 inches in length and girth are charged appropriate 15-pound zone rate.
- Add \$0.50 per piece for hazardous medical materials and \$1.00 per piece for other mailable hazardous materials.
- A fee of \$85.00 must be paid each year for DBMC, DSCF, and DDU.

## Parcel Post—Destination SCF

Weight (pounds)	DSCF Proposed	Weight (pounds)	DSCF Proposed	Weight (pounds)	DSCF Proposed	Weight (pounds)	DSCF Proposed
2	\$1.53	19	\$2.50	36	\$3.08	53	\$3.54
3	1.61	20	2.54	37	3.11	54	3.58
4	1.69	21	2.58	38	3.15	55	3.61
5	1.77	22	2.62	39	3.17	56	3.63
6	1.84	23	2.66	40	3.19	57	3.65
7	1.90	24	2.69	41	3.23	58	3.68
8	1.97	25	2.73	42	3.25	59	3.70
9	2.02	26	2.76	43	3.28	60	3.73
10	2.08	27	2.80	44	3.31	61	3.75
11	2.13	28	2.84	45	3.35	62	3.77
12	2.19	29	2.87	46	3.37	63	3.80
13	2.24	30	2.90	47	3.40	64	3.82
14	2.28	31	2.92	48	3.42	65	3.85
15	2.32	32	2.96	49	3.45	66	3.87
16	2.38	33	2.99	50	3.47	67	3.91
17	2.42	34	3.02	51	3.49	68	3.92
18	2.46	35	3.06	52	3.52	69	3.95
						70	3.97

### Notes

- For oversized parcels including balloon rate, see bullet on previous page.
- Add \$0.50 per piece for hazardous medical materials and \$1.00 per piece for other mailable hazardous materials.
- A fee of \$85.00 must be paid each year for DBMC, DSCF, and DDU.

## Parcel Post—Destination Delivery Unit

Weight (pounds)	DDU Proposed	Weight (pounds)	DDU Proposed	Weight (pounds)	DDU Proposed	Weight (pounds)	DDU Proposed
2	\$1.29	19	\$1.93	36	\$2.40	53	\$2.82
3	1.34	20	1.96	37	2.43	54	2.86
4	1.38	21	1.99	38	2.46	55	2.88
5	1.43	22	2.02	39	2.48	56	2.90
6	1.48	23	2.05	40	2.50	57	2.93
7	1.51	24	2.08	41	2.53	58	2.95
8	1.56	25	2.10	42	2.55	59	2.97
9	1.59	26	2.13	43	2.57	60	3.00
10	1.63	27	2.16	44	2.61	61	3.02
11	1.67	28	2.20	45	2.64	62	3.04
12	1.71	29	2.22	46	2.66	63	3.07
13	1.74	30	2.24	47	2.68	64	3.09
14	1.77	31	2.27	48	2.71	65	3.11
15	1.80	32	2.29	49	2.73	66	3.13
16	1.84	33	2.32	50	2.76	67	3.17
17	1.87	34	2.34	51	2.77	68	3.19
18	1.90	35	2.38	52	2.80	69	3.22
						70	3.23

### Notes

- For oversized parcels including balloon rate, see bullet on previous page.
- Add \$0.50 per piece for hazardous medical materials and \$1.00 per piece for other mailable hazardous materials.
- A fee of \$85.00 must be paid each year for DBMC, DSCF, and DDU.

# Bound Printed Matter—Single-Piece

## Base Rates

Rate	Local Zone	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Per Piece	\$1.060	\$1.410	\$1.410	\$1.410	\$1.410	\$1.410	\$1.410	\$1.410
plus								
Per Pound	0.031	0.054	0.075	0.110	0.164	0.220	0.288	0.346

- To get calculated rates in the table below: Multiply weight of parcel by per pound rate above; add per piece rate above to result.

## Calculated Rates

Weight not over (pounds)	Local Zone	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1.5	\$1.11	\$1.49	\$1.52	\$1.58	\$1.66	\$1.74	\$1.84	\$1.93
2.0	1.12	1.52	1.56	1.63	1.74	1.85	1.99	2.10
2.5	1.14	1.55	1.60	1.69	1.82	1.96	2.13	2.28
3.0	1.15	1.57	1.64	1.74	1.90	2.07	2.27	2.45
3.5	1.17	1.60	1.67	1.80	1.98	2.18	2.42	2.62
4.0	1.18	1.63	1.71	1.85	2.07	2.29	2.56	2.79
4.5	1.20	1.65	1.75	1.91	2.15	2.40	2.71	2.97
5.0	1.22	1.68	1.79	1.96	2.23	2.51	2.85	3.14
6.0	1.25	1.73	1.86	2.07	2.39	2.73	3.14	3.49
7.0	1.28	1.79	1.94	2.18	2.56	2.95	3.43	3.83
8.0	1.31	1.84	2.01	2.29	2.72	3.17	3.71	4.18
9.0	1.34	1.90	2.09	2.40	2.89	3.39	4.00	4.52
10.0	1.37	1.95	2.16	2.51	3.05	3.61	4.29	4.87
11.0	1.40	2.00	2.24	2.62	3.21	3.83	4.58	5.22
12.0	1.43	2.06	2.31	2.73	3.38	4.05	4.87	5.56
13.0	1.46	2.11	2.39	2.84	3.54	4.27	5.15	5.91
14.0	1.49	2.17	2.46	2.95	3.71	4.49	5.44	6.25
15.0	1.53	2.22	2.54	3.06	3.87	4.71	5.73	6.60

### Notes

- Shaded area (11 to 15 pounds) shows proposed rates. Others are current.
- This rate category includes both catalogs and similar bound printed matter.
- For barcoded discount, deduct \$0.04 per piece.

# Bound Printed Matter—Bulk & Carrier Route

## Base Rates

Rate	Local Zone	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Per Piece								
– Basic	\$0.530	\$0.700	\$0.700	\$0.700	\$0.700	\$0.700	\$0.700	\$0.700
OR								
– Carrier Route	0.467	0.637	0.637	0.637	0.637	0.637	0.637	0.637
plus								
Per Pound	0.023	0.043	0.063	0.099	0.152	0.209	0.277	0.335

- To get actual costs: Multiply weight of parcel by per pound rate above; add per piece rate (basic or carrier route) above to result.

# Questions and Answers

## Parcel case proposes new options and services

THIS parcel reform case gives mailers more parcel options and lower rates. With the increase in at-home shopping, both mailers and consumers would benefit from the proposed changes.

### Overview

**Q:** What's the purpose of this filing?

**A:** Generally speaking, we developed the case:

- to enhance current services with more options, and
- to reflect more accurately the costs of providing these services.

**Q:** What are the main proposals?

**A:** In general, only Standard Mail parcels would be affected in these ways:

- **Standard Mail (A)** (under 16 ounces): We proposed two new special services for handling undeliverable and forwarded parcels.

We also proposed a 10-cent per piece surcharge for parcel-shaped pieces—that is, pieces that are not letter-size or flat-size—for the Regular and Enhanced Carrier Route subclasses.

- **Standard Mail (B)** (16 ounces and over): We proposed several attractive worksharing incentives for

Parcel Post. They include a barcoding discount, new expanded destination entry options and discounts, and machinable and nonmachinable BMC presort discounts.

We also proposed increasing the weight limit of Bound Printed Matter pieces from 10 pounds to 15 pounds.

**Q:** Are there other changes?

**A:** We also proposed these related changes:

- **Pickup service fee:** We proposed increasing the pickup service fee from \$4.95 to \$7.75 for Express Mail, Priority Mail, and Parcel Post.

One fee would continue to cover one pickup—there is no limit to the number of pieces that may be mailed at one time using pickup service.

- **Hazardous materials surcharges:** We proposed a 50-cent surcharge for mail-

ing certain hazardous medical materials and a \$1 surcharge for other mailable hazardous materials.

These surcharges would apply to Express Mail, First-Class Mail, Priority Mail, and Standard Mail.

- **Insured mail:** We proposed adding a *bulk insurance* component to our current insured mail service for parcels entered in bulk, with slightly different coverage, accountability, and recordkeeping.

The indemnity would be for the lesser of (1) the actual value of the item at the time of mailing, or (2) the wholesale cost of the content to the sender. The proposed fee for bulk insurance would be 40 cents less than the fee that now applies to insured mail, which would be called *retail insurance*.

**Q:** Why aren't Priority Mail parcels part of this case?

The new bulk insurance component would apply to parcels entered in bulk

**A:** We focused on basic parcel services—services used most by retail mailers and volume merchandise shippers. We are in the process of developing a

separate proposal for expedited mail shippers.

Even though these shippers have similar requirements, the expedited shippers also have

some specialized service and transportation requirements. Priority Mail and Express Mail would be part of the proposal geared to them.



## Standard Mail (A)

**Q:** What are the new services proposed for Standard Mail (A) parcels?

**A:** We proposed two new special services for machinable Regular and Nonprofit Standard Mail parcels weighing under 1 pound:

- **Shipper-paid forwarding:** Here the mailer would guarantee to pay forwarding postage for parcels that must be forwarded to reach addressees who have moved. For forwarded parcels, the mailer is charged additional postage at the

Single-Piece Standard Mail rate for each piece, rather than a systemwide historical average. The parcels must be machinable, and the mailer must participate in the automated Address Change Service (ACS) program.

- **Bulk parcel return service:** Here the mailer would pay a flat per piece fee of \$1.75 for undeliverable-as-addressed parcels that are returned in significant quantities (at least 50,000 parcels each year). The proposed authorization fee would be \$85 a year.

**Q:** What is the Standard Mail (A) parcel surcharge?

**A:** We proposed a 10-cent surcharge for any Regular or Enhanced Carrier Route Standard Mail piece that is not a letter or flat. Handling and processing costs for a parcel-shaped piece are higher than those for a flat-shaped piece.

This surcharge would also address issues raised by the Postal Rate Commission in its first Classification Reform decision (MC95-1). This proposed surcharge would not include the nonprofit subclasses of Standard Mail (A).

## Standard Mail (B)

**Q:** How would Parcel Post rates change?

**A:** We reevaluated our transportation and handling costs, zone by zone. In our filing, Parcel Post rates would more closely track the updated transportation cost studies. Rates for near zones would increase, but rates for more distant zones would stay the same or, in some cases, even decrease.

**Q:** How would the rate structure change for Standard Mail (B) parcels?

**A:** The basic change comes from greater incentives for worksharing. Destination entry options would be expanded, and new rate incentives would be available for presorting and barcoding.

**Q:** What new presort discounts are proposed?

**A:** We proposed two new discounts for presorting machin-

able and nonmachinable Parcel Post. The parcels must be separately presorted in a mailing of at least 50 pieces to destination bulk mail centers or to secondary processing operations for these discounts:

- machinable BMC presort
- nonmachinable BMC presort

**Q:** How would Parcel Post entry options change?

**A:** We proposed three new entry rates for pieces in a mailing of

Two new discounts are proposed for presorting machinable and nonmachinable Parcel Post





at least 50 pieces deposited by the mailer at an origin BMC, at a destination sectional center facility (a regional processing plant), or at a destination delivery unit (the post office where local deliveries are prepared).

The new rate structure has these rate categories:

- inter-BMC
- intra-BMC
- origin BMC
- destination BMC
- destination SCF
- destination delivery unit

**Q:** What is the barcoding discount?

**A:** Any machinable Standard Mail (B) parcel that must be processed at a bulk mail center would be eligible for a 4-cent discount if the mailer applies the correct barcode.

The barcoding discount would apply to pieces (in a mailing of at least 50 pieces) in these subclasses:

- Parcel Post
- Bound Printed Matter
- Special Standard Mail
- Library Mail

**Q:** What is the Parcel Post “balloon rate”?

**A:** The balloon rate is a minimum rate that would apply to any large but lightweight Parcel Post item that uses more cu-

bic space in a truck, for example, than a typical parcel of the same weight.

We proposed that any item weighing under 15 pounds but over 84 inches in combined length and girth would be charged the same rate as though the parcel weighed 15 pounds.

**Q:** Would the maximum size for Parcel Post parcels increase?

**A:** For Parcel Post only, we proposed increasing the current maximum limit from 108 inches (length and girth combined) to 130 inches.

Because private carriers use a 130-inch maximum, our lower limit forces mailers to split their distribution streams by these two size limits. The current maximum 70-pound weight limit would remain.

A Parcel Post piece over 108 inches in length and girth combined, even if less than 70 pounds, would be charged the 70-pound rate (the maximum amount) for the zone to which it is mailed.

For each mailing, only 10 percent of the pieces could exceed the 108-inch limit. The 130-inch limit would apply only to Parcel Post.

**Q:** What is the proposed delivery confirmation service?

**A:** Based on mailer suggestions, we proposed a delivery confirmation service that would tell the mailer when a mailpiece was delivered or a delivery attempt was made.

This service would be available for Parcel Post, Bound Printed Matter, Special Standard Mail, and Library Mail.

The mailer would access the system through a toll-free telephone, an electronic file transfer, or the Internet. The mailer would place identifying information (a barcode) on the piece, and we would capture that information before we delivered the piece.

For bulk mailing, the fee would be 25 cents for each piece; for nonbulk mailings, 50 cents for each piece.

**Q:** What changes are proposed for Bound Printed Matter, Special Standard Mail, and Library Mail?

**A:** We proposed increasing the weight limit for Bound Printed Matter from 10 pounds to 15 pounds, whether single-piece, bulk, or bulk carrier route.

We would also offer a barcode discount. Special Standard Mail and Library Mail would also be eligible for a barcode discount.

— Neil Berger, Mail

Preparation and Standards

With the proposed “balloon rate,” large parcels that weigh under 15 pounds would be charged as 15-pound parcels

# Barcodes on Labels

## Meeting the new tray and sack label standards

ALL automation rate mailings—whether trayed or sacked—must be prepared with the appropriate barcoded tray or sack label, starting July 1.

Any mailer who prepares mailings far in advance of the mailing date (especially plant-verified drop shipment (PVDS) Standard Mail) must keep this new standard in mind.

The amended labeling standards, which took effect February 13, were published in *Postal Bulletin* 21939 (February 13, 1997) and the March *Mailroom Companion*. These amendments relaxed some label specifications and clarified others to make it easier for mailers to print labels in-house.

### Electronic Label Orders

A mailer who doesn't use vendor software to print labels can use PASSPORT for Mailers to order labels at no cost from the Postal Service. This Postal Service software lets the mailer transmit orders to the Label Printing Center in Topeka, Kansas.

A mailer can order the software at no cost from the National Customer Support Center by calling (800) 238-3150. The November 1996 *Mailroom Companion* contains the computer specifications.

### Nonelectronic Label Orders

A mailer (as well as a post office) can also order labels with PS Form 1578-B, *Requisition for Facing Slips or Labels*. When filling out the form, the mailer or post office must use only current information. The content identifier number

(CIN) information from *Postal Bulletin* 21937 (1/16/97) must be used, unless it's amended by later notices.

Since March 25, any order received at the Label Printing Center with old information (such as old CINs from DMM Issue 51) is returned unfilled.

PS Form 1578-B must be checked and approved by the local post office before it is sent to the Label Printing Center. The order is filled within 10 working days after it is received at the center.

— Thomas DeV Vaughan,  
*Pricing and Classification Implementation*

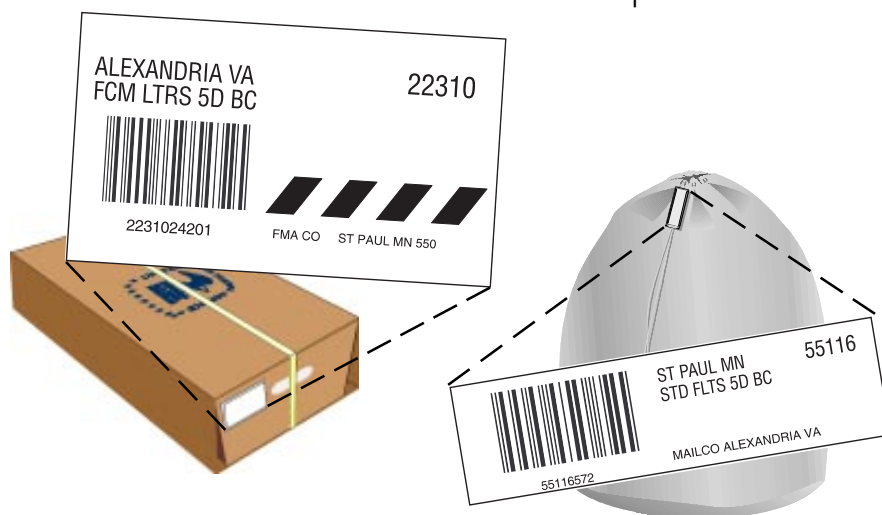
### What Does PASSPORT Do?

PASSPORT for Mailers prompts the user through every step of the label ordering process. It automates much of the data entry to reduce errors. A user can also recall and modify a previous label order, then transmit it to the Label Printing Center as a new order.

PASSPORT also lets a user print barcoded tray and sack labels on site with one of these thermal printers:

- Monarch Model 9425
- Monarch Model 9445
- Intermec Model 3000AL1

The *Postal Bulletin* is published in print and on the Web at [www.usps.gov/business/pubsbus.htm](http://www.usps.gov/business/pubsbus.htm)



## Entry Ways

# Merchandise Return Mailing Acknowledgment

There is no fee  
for a mailing  
acknowledgment

**M**ERCHANDISE return service allows an authorized permit holder to pay the postage and fees on single-piece rate First-Class Mail, Priority Mail, and Standard Mail to be returned by the permit holder's customers.

One of the merchandise return service options allows the customer to receive a mailing acknowledgment when the mailpiece is accepted by postal personnel for return to the permit holder.

For this option, the permit holder prepares the merchandise return label with a detachable mailing acknowledgment form that has been preprinted with a unique parcel number identification

number and other information as shown in *Domestic Mail Manual* S923.5.6e and Exhibit 5.6a. The mailing acknowledgment must be perforated and is attached to the merchandise return label with the perforation.

The postal acceptance employee round dates and initials the mailing acknowledgment, removes it from the merchandise return label, and gives it to the customer. There is no fee charged to either the permit holder or the customer for the mailing acknowledgment.

— Sherry Richards, San Francisco  
Rates and Classification Service Center (RCSC)

## Proxy Card Rates

Standard Mail  
proxy cards contain  
no personal  
information

**P**ROXY cards are generally eligible for Standard Mail (A) rates, but many contain information or an enclosure that is personal to the recipient. *Domestic Mail Manual* E110.1.4 states that "Matter that has the character of actual and personal correspondence must be mailed as First-Class Mail or Express Mail."

Computer-printed proxy cards or enclosures that show only the name, address, and account number of the stockholder are acceptable at Standard

Mail (A) rates. When numbers on the card or enclosure are identified as shares, or there is other information that conveys a personal message, the card or enclosure is considered First-Class Mail and is charged First-Class rates.

To ensure the correct payment of postage, postal employees must follow established sampling procedures to verify that this mail is either First-Class Mail or Standard Mail (A).

— Joseph Trinchitella, New York RCSC

# Customer Support Rulings

## Back Numbers—Periodicals

PS-116 (E211.9), *UPDATED* October 1996

*DOMESTIC Mail Manual* (DMM) E211.9.0 provides for the mailing of back numbers of Periodicals publications.

The term *unbound back issues* means different issues of a Periodicals publication (regardless of whether the individual issues are bound or unbound) that are *not* combined or enclosed together in a binder or cover as bound back numbers or bound volumes of issues. (Libraries often have bound volumes of Periodicals publications in their periodicals reference sections.)

DMM E211.9.0 provides that unbound copies of back issues of a Periodicals publication may be mailed at the

Periodicals rates of postage as long as the publication's Periodicals entry is in effect. The fact that the name, frequency, or location of a Periodicals publication has changed over time would not preclude the mailing of unbound back numbers of that publication at the Periodicals rates of postage.

The term *bound back numbers* refers to different issues of a Periodicals publication that are combined and enclosed in a binder or cover as bound volumes. Postage for mailings of bound back numbers is charged at the applicable First-Class Mail or Standard Mail rates.

— Anita J. Bizzotto, Manager, Business Mail Acceptance

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## Post Cards

PS-20 (C100.2), *UPDATED* October 1996

**T**HIS ruling describes the physical standards of post card rate pieces.

In accordance with the provisions of *Domestic Mail Manual* (DMM) C100.2, to qualify for mailing at the card rate, post cards must be rectangular in shape and of approximately the same form, quality, and weight as postal cards. A post card must be made of an unfolded and uncreased piece of paper or card stock. The thickness must be uniform and not less than 0.007 of an inch thick.

DMM E110.3 provides that matter which is in the form of a single card, but which does not conform to the specifications for the card rate, may not be mailed at the card rate. Such nonconforming matter is subject to postage at

the applicable rate for matter other than cards (such as letters, flats, or parcels).

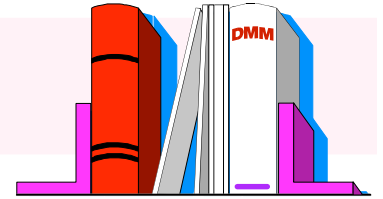
A question was raised about a card which had a photograph held to it under a plastic cover by a laminating process. Cards so prepared do not qualify for mailing at the rates prescribed for postal or post cards because they bear attachments, they are not prepared entirely of paper or card stock, and they are not of a uniform thickness. Such cards may be mailed at the applicable First-Class letter or Standard Mail (A) rates of postage.

Those that also contain written messages (handwritten or typewritten) thereon are subject, when mailed, to the applicable First-Class rates of postage for letters.

— Anita J. Bizzotto, Manager, Business Mail Acceptance

# Postal Bookshelf

## Publication 25, *Designing Letter Mail*



You can get copies for your company's postal library from a mailpiece design analyst at your postal business center, listed in unit G041 of the *Domestic Mail Manual*

THE Postal Service prints three publications to help customers design mail that qualifies for postal discounts:

- Publication 25, *Designing Letter Mail*
- Publication 63, *Designing Flat Mail*
- Publication 353, *Designing Reply Mail*

From time to time, *Mailers Companion* will summarize one of these books. This time, we'll take a look at Publication 25.

*Designing Letter Mail* can help you design your letters and cards for better service and lower postage rates. Many designers—like printers, graphic artists, forms designers, envelope manufacturers, and computer programmers—rely on this publication to verify technical specifications. But any mailer who wants to cut mailing costs and improve mail processing

can use this guide.

*Designing Letter Mail* explains how postal automation sorts mail and how your company can benefit from designing its letter mail for this automation. Descriptions and specifications for folded self-mailers, booklets, postcards, window envelopes and inserts, and labels and stickers are included. A detailed

description of automation design standards with illustrations makes designing these mailpieces easy.

For an accurate check of the final design, use any one of these Postal Service templates:

- Notice 3A, *Letter-Size Mail Dimensional Standards Template*
- Model 007, *Automation Gauge*
- Notice 67, *Automation Template*

### Correct Addressing

Since addressing your mailpiece is as important as designing its size, shape, and look, each line of the address format is explained, from the bottom of the address block to the top — the order in which the optical character reader (OCR) scans an address. Other address formats, including dual, military, and foreign addresses, are also explained.

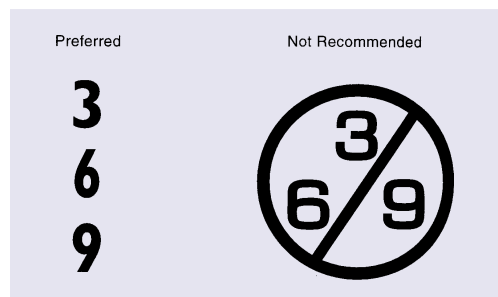
These areas on the address side of a mailpiece are reserved for addressing and related information only:

- OCR read area
- barcode clear zone
- return address area



*The latest edition of Publication 25 is August 1995.*





*The best sizes and style of type for addresses are listed.*

Extraneous (nonaddress) printing in the OCR read area can confuse OCR scanners and cause the rejection of the mailpiece (the inability to read and interpret the address information correctly).

Address printing guidelines with a comprehensive list of OCR-readable type styles are included for reference. Easy-to-understand illustrations show how to select the appropriate type size, character stroke width, character spacing, word spacing, and line spacing.

## Barcoding

The POSTal Numeric Encoding Technique (POSTNET) barcode, developed by the Postal Service, converts the ZIP Code information on letter mail into computer-readable code.

The barcode allows rapid and reliable sorting by machines called barcode sorters (BCSs). Because machines do the reading, barcodes must be properly spaced, be placed in the correct location on your letter mail, be printed within specific dimensions, and have a skew and bar rotation of no more than 5 degrees.

This publication's many illustrations show how to construct barcodes that can be accurately read by BCSs.

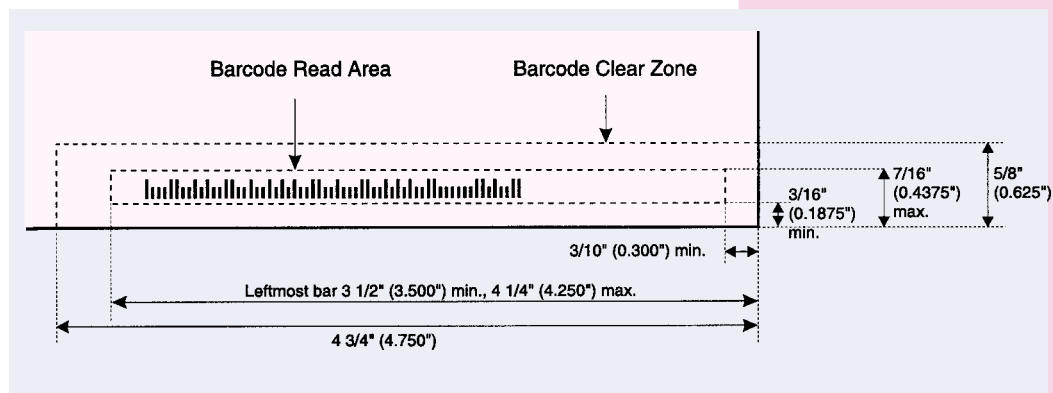
## Automation Designs

Letter mail processed on postal automated equipment moves at high speeds through belts and rollers. Although our OCRs and BCSs can sort a variety of letter sizes, the mailpieces must be rectangular in shape and within the minimum and maximum dimensions shown in the sidebar table. Otherwise, the pieces may

Dimension	Minimum	Maximum
Height	3½" (3.500")	6⅞" (6.125")
Length	5"	11½" (11.500")
Thickness	0.007"	¼" (0.250")

The Web version of Publication 25 is at [www.usps.gov/business/pubsbus.htm/pub25/pub25.pdf](http://www.usps.gov/business/pubsbus.htm/pub25/pub25.pdf)

*Mailpiece dimensions are also covered.*



jam in the equipment during processing. Other design characteristics also apply (see Quick Service Guide 810).

— Patricia Bennett, *Mail Preparation and Standards*

*Detailed diagrams give the information that mailpiece designers need.*

# Short Takes

## Polywrapped Automation Flats

Any mailer who wants to claim automation rates for flat-size polywrapped (plastic-covered) barcoded pieces may have the pieces evaluated by the local USPS mailpiece design analyst (MDA).

Under new procedures, a mailer no longer sends sample pieces to Postal Engineering for testing. The mailer simply provides a sample set of at least 30 pieces directly to the local MDA.

If the mailer's pieces and polywrap material meet the required specifications, the MDA will certify that the mailer meets the mailing standards for preparing polywrapped pieces to claim the automation rate.

*Postal Bulletin* 21940 (February 27, 1997) has more information about the new certification procedures.

— Sherl Johnson, *Mail Preparation and Standards*

## Adhesive Tray Stickers

Mailers who want a certain delivery date for their mail or ask that their mail not be processed on automated equipment should use nonadhesive facing slips for these requests.

These slips are adequate to catch the attention of mail processing and delivery employees.

Facing slips may be tucked into the mail in the tray or held in place by the strap around the sleeved tray.

Self-adhesive stickers must not be affixed to the trays or tray sleeves. Adhesive stickers on trays or sleeves cause two problems:

- They can create additional work for the Postal Service or the next mailer who must remove the stickers before reusing the trays and sleeves.
- They can lead to delivery mistakes if not removed. A reused tray with an old sticker that flags a certain delivery day can actually cause the mail to be held rather than moved through the system.

— Leo Raymond, *Northern Virginia RCSC*

## Label 200-B Eliminated

Label 200-B, *Registered Mail* (roll of 500 labels), was recently discontinued after market research revealed that customers preferred using Label 200-A (roll of 100 labels). Postal Service inventory records confirmed this preference for the smaller roll.

The Postal Service will consolidate its label stock and supply only Label 200-A after the current stock for Label 200-B is depleted. Customers can get Label 200-A at their local post office at no cost.

The red self-adhesive label printed with unique OCR-A numbers is compatible with the new Delivery Confirmation Receipt System (DCRS). That computerized system provides automated delivery recordkeeping and generates Form 3883, *Firm Delivery Book*, and Form 3854, *Registered Mail Dispatch Bill*. *Postal Bulletin* 21937 (January 16, 1997) has more information about DCRS.

— Mary Bronson, *Business Mail Acceptance*

## Florida ZIPs Postponed

The proposed 3-digit ZIP Code realignment for Pompano Beach/Fort Lauderdale, Florida, originally scheduled for July 1, has been postponed to July 1, 1998. This realignment involves ZIP Code prefixes 330 and 333.

— *Eric Seaberg, National Customer Support Center*

## Sleeves or Lids, Then Straps

Recently, a bulk mail center got a van load of letter trays. All the trays were strapped, but the straps were *inside* the sleeves. As they went through the sorting system, the sleeves slid off and the mail spilled out.

Even our February article, "Effective Strapping Materials and Methods: An Update," didn't mention that the sleeves or lids must go on before the straps. So here's the rule:

- Letter tray: First apply the sleeve, then one lengthwise plastic strap—tight, but not crushing the tray or sleeve.
- Flat tray: First apply the lid, then two widthwise (short dimension) straps—tight, but not crushing the tray or lid.

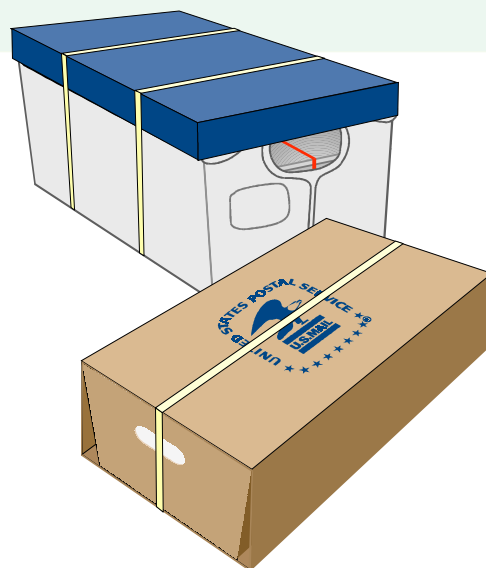
— *Cheryl Beller, Business Mail Acceptance*

## CASS Cycle Expiration Date Extended

Effective March 13, the expiration date for the current Coding Accuracy Support System (CASS) certification cycle is extended from July 14 to July 31. Future CASS cycle dates will run from August 1 through July 31.

This 2-week extension synchronizes the yearly CASS cycle expiration date with the expiration dates of the bimonthly Address Information System (AIS) products. This cycle change enables CASS software developers and customers to schedule the distribution and loading of new CASS-certified software and database updates within the AIS product cycle.

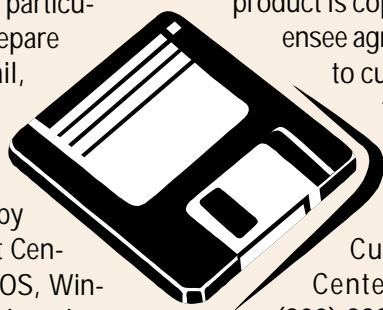
— *Susan Hawes, Address Management*



## Zone Charts on Diskette

USPS zone charts are now available on diskette. The diskette version is particularly useful for mailers who prepare small volumes of Priority Mail, Periodicals, Parcel Post, or Bound Printed Matter that require calculation by zone.

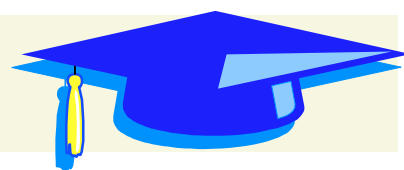
This program was written by the National Customer Support Center and may be used on any DOS, Windows, or OS/2 computer. Zone chart data on the diskette is easy to use and requires no special programming.



The diskette costs only \$50. This product is copyrighted, but a licensee agreement is available to customers who want to make extra copies. Diskettes may be ordered from the National Customer Support Center by calling (800) 238-3150.

— *Ray Rodriguez, National Customer Support Center*

# Postal Savvy



This month's installment tests your knowledge of special services. Try your savvy on these questions, then check your answers with those at the bottom of this page.

- Registered mail must be sent and rated as which class of mail?
  - First-Class Mail
  - Periodicals
  - Standard Mail (A) and (B)
  - a and c
  - all of the above
- Registered mail must be marked with which label or form?
  - Label 200
  - Form 3800
  - Form 3813-P
  - Form 3804
- Certified mail must be sent and rated as which class of mail?
  - First-Class Mail (which includes Priority Mail)
  - Periodicals
  - Standard Mail (A) and (B)
  - a and c
  - all of the above
- Certified mail may be addressed for delivery to which locations?
  - United States and its territories and possessions
  - Army/Air Force (APO) and Navy (FPO) post offices
  - United Nations Post Office, New York
  - Canada
  - Mexico
  - only a, b, and c
- Return receipts may not be purchased with which of the following services?
  - registered mail
  - unnumbered insured mail (insured for \$50 or less)
  - collect on delivery (COD) mail
  - certified mail
  - business reply mail
  - b and e

— Mary Bronson, *Business Mail Acceptance*

## Answers

only in the United States and its territories and Navy (FPO) post offices, or through the United Nations Post Office, New York. (See DMM S912.2.2.)

5. f. Return receipt may be purchased only for mail sent as Express Mail or mail sent with certain other special services (certified, collect on delivery (COD), insured for more than \$50, or registered). Special services are not permitted with business reply mail (BRM). (See DMM S915.1.2 and S922.1.3.)

1. a. Only matter prepaid with postage at the First-Class rates may be registered. (See DMM S911.1.2.)

2. a. Label 200. Form 3800 is used for certified mail; Form 3813-P is used for insured mail if insured for more than \$50; and Form 3804 is used for return receipt for merchandise. (See DMM S911.3.4.)

3. a. Only mailable matter on which postage at the First-Class Mail or Priority Mail rate is paid may be accepted as certified mail. (See DMM S912.1.2.)

4. f. Certified mail may be addressed for delivery

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# Reader Comments



Does a square count  
as a rectangle?

## Rectangular Mail

I have a mailpiece measuring  $8\frac{1}{4}$  by  $8\frac{1}{4}$  inches. According to DMM C820, *Flats*, a flat-size mailpiece must be a rectangle. Your definition of a square in the January *Mailroom Companion* article "Geometry in the Mail" is "...a rectangle with all sides equal." Can I assume that my mailpiece is a rectangle and can be mailed as a nonautomation flat?

— Lisa Bowes

DMM C820.2.3 explains that each automation rate flat must be *rectangular* (that is, having right angles). A square is a special rectangle—properly called an *equilateral rectangle*—with all four sides the same length. Your piece may be mailed as either an automation rate flat or

nonautomation rate flat. DMM C820 applies only to automation rate flats.

If the piece weighs 1 ounce or less and is sent as First-Class Mail or Single-Piece Standard Mail, a nonstandard surcharge applies for two reasons:

- The *aspect ratio* is 1.0 ( $8\frac{1}{4}$  divided by  $8\frac{1}{4}$ ). The aspect ratio (the result of dividing the mailpiece length by its height) must be anywhere from 1.3 through 2.5 to be considered a standard size.

- The *height* is more than  $6\frac{1}{8}$  inches.

And if a nonstandard surcharge applies, the total postage charge will vary by mail class and rate category used for the flat as shown in the chart below.

Unless your piece is part of a mailing of 500 hundred or more First-Class Mail flats or 200 or more Standard Mail (A) flats, the single-piece rate for either First-Class Mail or Standard Mail (A) seems more likely for your piece.

— Patricia Bennett, *Mail Preparation and Standards*

Rate	Surcharge	Postage	Total Charge
First-Class Mail, single-piece	\$0.11	\$0.320	\$0.430
First-Class Mail, Presorted	0.05	0.295	0.345
First-Class Mail, automation basic	0.05	0.290	0.340
First-Class Mail, automation 3/5	0.05	0.270	0.320
Standard Mail (A), single-piece	0.11	0.320	0.430

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